

FIG. 1

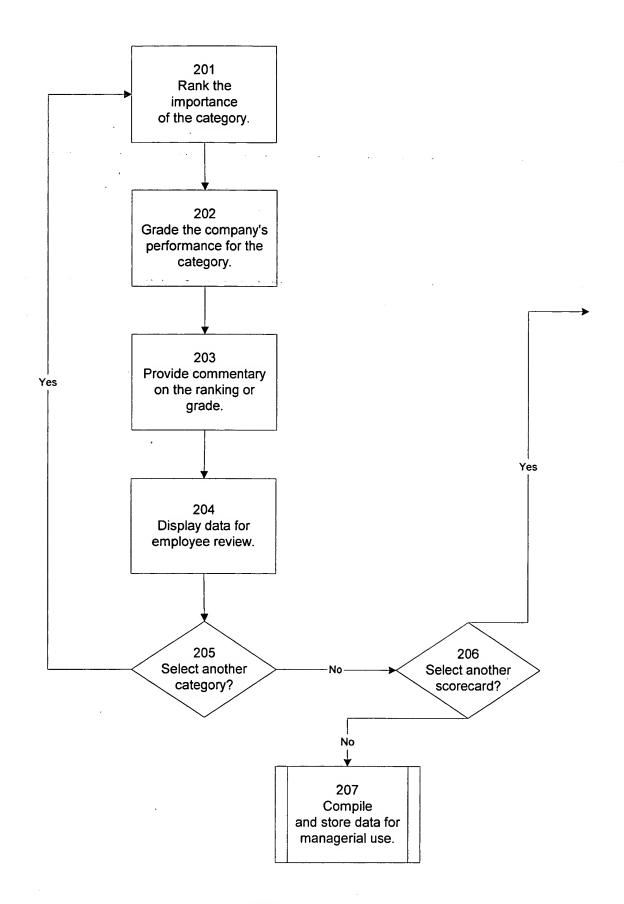


FIG. 2

The Scorecard

	Question Category 301	Importance 302	Score 303	Gap 304	Comments 305
1.	Reputation 306	8	6	2	We have a strong background.
2.	Performance 307	10	6	4	This project should be more customer focused.
3.	Potential 308	. 9	10	-1	Need to make sure we pick the right people to execute our strategy.
4.	Financial 309	8	8	0	Money is important but I need to be part of something big.
5.	Recognition 310	8	6	2	I hope we overcome the politics and become one team so we all feel valued.
6.	Work/Life 311	8	7	1	I have learned how to blend work and personal life so I am prepared to put extra effort to make this project happen.
7.	Leading Edge 312	10	6	4	We have leading edge ideas we had better execute them.
8.	Critical Work 313	10	7	3	This will continue to get the resources we need to succeed.
9.	Challenging 314	. 10	9	1	This is very exciting work.
10.	Personal Growth 315	9	8	1	I think this project will help me achieve the growth I need but I need to see the team grow as well.
11.	Diversity 316	10	7	3	We could do better at this – we need to find people who think differently.
12.	Leadership 317	9	6	3	We need to get aligned.
13.	Manager 318	8	6	2	I get the support personally—now I need to get the resources I need.
14.	Professional 319	10	10	0	I am going to be ruthless about making sure I continue to pick the right people for this project.
15.	Fun 320	10	7	3	I can't wait until we are in a place where we are having fun, moving things forward and making things happen.

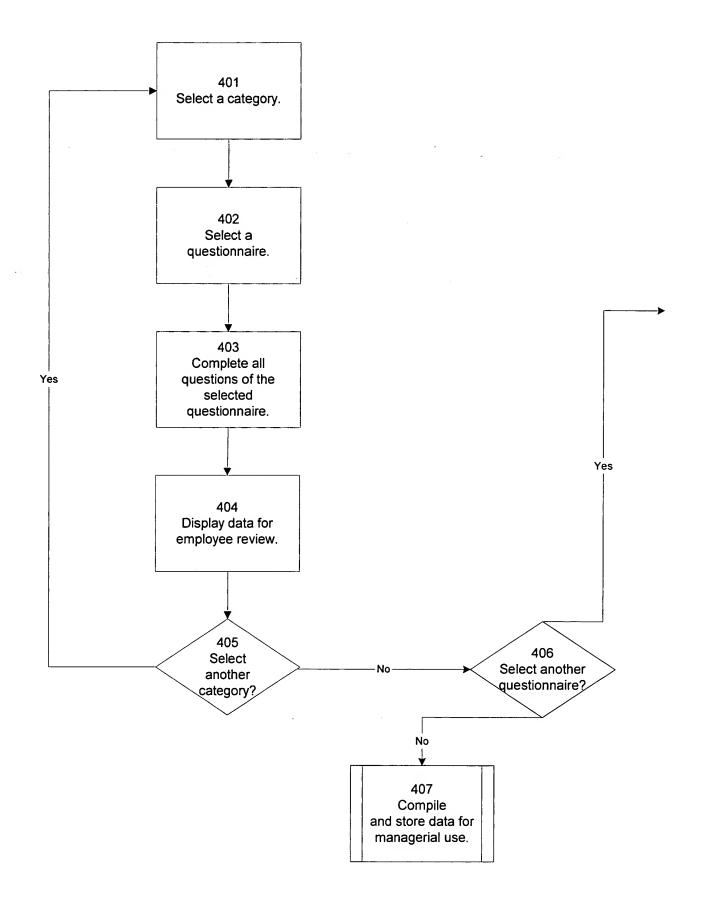
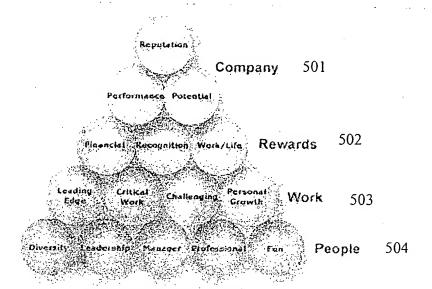


FIG. 4



The Greatplace^{s™} Model

FIG. 5A

The GreatplaceSM Model

Area 505	Categories 506	Exemplary Questions 507
Company	Reputation	Is this a great company?
501	Performance	Does it have a strong past, present
	Potential	future?
• .		Will I have a future here?
		Will I be proud to say I work here?
Rewards	Financial	What does the company give back to
502	Recognition	me?
	Work/Life	Do they show they value and care about
		me?
Work	Leading Edge	Does the work I do, work for me?
503	Critical Work	Is it allowing me to use my talents?
	Challenging	Is it helping me to grow to my full
	Personal	potential?
	Growth	
People	Diversity	Do I work with a great group of
504	Leadership	people?
	Manager	Do we share a mutual respect?
	Professional	So we care for one another as
	Fun	individuals?

<u>FIG. 5B</u>

The Greatplace™ Journey

Area		Questionnaire	Learning Points	
		603	604	
Company	Reputation	Filter Out the Noise	-What constitutes noise	
			-How do you naturally respond	
Reputation Filter Out the Noise -What constitutes noise	-What can we be proud of?			
			· ·	
	Performance	Help our Customers Sleep	-What keeps your customer up at night?	
			-What does your customer need?	
		Focus on Results		
		· ·		
	Potential	The Global Scan		
		Bright Futures		
Rewards	Financial	The Total Package		
		The rotal rackage		
		The Risk/Reward Tradeoff		
		The Monte Ward Tradeon		
	Performance Help our Customers Sleep -What keeps your customers Sleep -What does your customers Sleep -What does your customers Sleep -What does your customers Sleep -Define results -Overcome obstacles -Measure results -What do you see? -What do you see? -Our core competent -Our external focus -What's it really worth -You have options -They come with risk -What's it recognition -You have options -They come with risk -What recognition word -Your current recogn -The common theme -Your current recogn -You current -You have options -They one with risk -You have options -They one with risk			
	recognition	I wake recognition sample		
		The Gift of Recognition		
		The Oil of Recognition	,	
	Mork/Life	So Many Things		
	VVOINCENC	Too wany Things		
		Sing My Song		
	}	Sing My Song		
Mork	Loading Edge	Brook Now Cround		
WOIK	Leading Lage	Break New Ground		
		Pick The Popula		
		Fick The People		
	Critical Mark	The Colden Thread		
	Chilical Work	The Golden Thread		
	1	Ida Abaud Tima	-Link your work to the direction	
		It's About Time		
	Challanain	Danasa	-Make the most of every minute of work	
	Challenging	Remove your Blinders		
		New Places	i ·	
	D 10 !!			
	Personal Growth	My Unique Contribution	-What situations work best for you?	
	1	21st Century Mindset	-What are your current mindsets?	
	<u></u>		†	
People	Diversity	Build Diverse Relationships	-Your current relationships	
		· · · · · · · · · · · · · · · · · · ·	-Enrich your network	

Personal Journal

Category	Questionnaire	Date	What I Learned	Action Plan
701	702	703	704	705
Performance	Focus On	6/5/02	It is critical that I	Use the tools to make
	Results		stay focused on	sure I create
			-creating the right	alignment and
			environment so	accountability.
İ			that the team can	
			stay focused	
Work/Life	Sing My Song	6/28/02	I am in a very	Take time for me and
		:	good place.	exercise—Focused
		,	Overall I feel I	and make sure I plan
			am on the right	an activity to give
•	* -		ball.	back-in the
				community
Personal	21 st Century	7/11/02	I am close to	I need to take more
Growth	Mindset		being where I	risks and stay
			need to be and I	determined.
			should stay	
			focused.	
Personal	Unique	6/28/02	Passionate in like	No action plan was
Growth	Contribution		pursuits.	entered.

<u>FIG. 7</u>

Compiled Employee Information

Importance 801	Score 803	How are we doing 805	Score 807	The Gap 809	Score 811
Manager	9.3	Manager	8.4	Performance	2.6
Potential	9.3	Diversity	8.1	Potential	1.9
Financial	9.2	Professional	8.0	Financial	1.7
Performance	9.1	Critical Work	8.0	Fun	1.6
Recognition	9.1	Work/Life	7.8	Leadership	1.5
Personal Growth	9.1	Recognition	7.7	Challenging	1.5
Leadership	8.9	Leading Edge	7.6	Personal Growth	1.5
Work/Life	8.9	Personal Growth	7.6	Recognition	1.4
Critical Work	8.8	Financial	7.5	Reputation	1.2
Fun	8.8	Reputation	7.5	Work/Life	1.1
Diversity	8.8	Potential	7.4	Manager	0.9
Professional	8.8	Leadership	7.4	Critical Work	0.9
Reputation	8.7	Fun	7.2	Professional	0.8
Challenging	8.7	Challenging	7.2	Leading Edge	0.8
Leading Edge	8.3	Performance	6.5	Diversity	0.7

FIG. 8

Help Our Customers Sleep

What Concerns Our Customers? 901	Why does it concern them? 902	What could Phappen? 903	What the company can do 904	What the employee can do: 905
Reliable lelecommunications	Downtime is lost revenue	Go to another supplier	Communicate their requirements (SLA's)	Monitor downtime against their SLA's
Quick responses to a failures	Our Service Level Agreements require us to credit customers after 4 hours/month of	Pass the cost along to us	Notify us quickly of failures	Ensure we respond quickly
Development team needs data model to work from	downtime Ultimately success depends on development	SCI fails in the market	Find time to participate	Quick first deliverable; show progress
We need corporate strategy	Can show future leadership	Business is not long-term	Make sure participants are committed to providing time required	Manage expectations
				Suggest approach

FIG. 9

Team View Stated Vision. The first serious order of the serious o	2	NATI Media		172.			100		(1) (1) (1) (1) (1) (1) (1) (1) (1) (1)
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